



U.S. Air Force

KEY TALKING POINTS

April 2012 // Special Edition – Earth Day

THE MISSION OF THE UNITED STATES AIR FORCE IS TO *FLY, FIGHT AND WIN...IN AIR, SPACE AND CYBERSPACE*

Air Force Earth Day 2012

Green is good business for the Air Force. We must conserve today to secure tomorrow.

VIEW FROM THE TOP: “I challenge all Airmen to think about pollution prevention in new ways. We all need to understand that we can make a difference in managing waste so we can find cleaner, more cost-effective ways of accomplishing our mission.”

Gen. Norton Schwartz, Chief of Staff of the Air Force

“Being 'green' is good business for the Air Force. The Air Force fundamentally understands that doing right by the environment -- reducing waste, preventing pollution, conserving natural resources -- will ultimately reduce operating costs and save valuable taxpayer dollars.”

Erin Conaton, Under Secretary of the Air Force and Air Force Senior Sustainability Officer

Key Messages, Facts, and Figures

- **Green is good business for the Air Force. We must conserve today to secure tomorrow.**
 - The Air Force fundamentally believes that doing right by the environment – reducing waste, preventing pollution, conserving natural resources – is the right way to do business.
 - Pollution Prevention (P2) allows the Air Force to save money, reduce risk, and drive innovation so that we are better able to “fly, fight, and win” now and in the future.
- **Green is money savings.**
 - Reducing, reusing, and recycling – three maxims of pollution prevention – often save money.
 - Use resources wisely - look for ways to reduce waste in day to day operations.
- **Green is innovation.**
 - Thinking green uncovers better products and improved processes that benefit the Air Force.
 - The Air Force incorporates P2 into its programs, processes, aircraft, and facilities to ensure the Force is lean, clean, and sustainable.
- **Green is safety.**
 - A greener work environment is a safer work environment containing fewer hazards.
 - P2 emphasizes preventing pollution at the source, before it can cause negative downstream effects on natural resources and human health.
- **Green is good citizenship.**
 - The Air Force is committed to acting as a responsible steward of its natural resources because it is the right thing to do for our Airmen and their families today and for future generations.
 - Integrity, service, and excellence apply not only to warfighting but to caring for our environment.
- **Green is you, me, us.**
 - Green practices are a Total Force effort that requires participation by every Airman.
 - Seek initiatives that enhance P2 practices to ensure sustainability of mission and installations.
 - AFISO21 encourages green “actions” with all Airmen understanding their individual role in improving daily processes and eliminating wastes.
 - Make a habit of being green – for your family, the earth, and the Air Force.

Ideas That Work

- **Pledge a Blue Act of Green** The Air Force wants to hear what its Airmen and their families are doing to protect the earth and prevent pollution at work and home. [Visit us](#) on Facebook April 1-27 to see what others are doing, to pledge your [Blue Act of Green](#), and then commit yourself to do something every day for the environment. Together, we can better conserve today to secure tomorrow!
- **Win the War Against Waste** Your Mission Starts Here to ["Win the War Against Waste."](#) a continuing Air Force environmental initiative aimed at reducing solid waste. The campaign encourages each of us to do our best to recycle and divert waste from landfills, which facilitates the Air Force's sustainability mission.
- **Use These P2 Tips** The Environmental Protection Agency maintains a list of pollution prevention tips on its [website](#). Get P2 ideas for air, water, energy, landscaping, travel, paper, electronics, eating, and other topics designed to help you live a more environmentally friendly lifestyle at home and in the workplace.

AIR FORCE PRIORITIES

CONTINUE TO STRENGTHEN AIR FORCE NUCLEAR ENTERPRISE
PARTNER WITH THE JOINT AND COALITION TEAM TO WIN TODAY'S FIGHT
DEVELOP AND CARE FOR AIRMEN AND THEIR FAMILIES
MODERNIZE OUR AIR AND SPACE INVENTORIES, ORGANIZATIONS AND TRAINING
RECAPTURE ACQUISITION EXCELLENCE

- A publication to arm Airmen with tools to more effectively deliver the Air Force message.
- AF Portal: Under AF Banner, select “Telling the Air Force Story”. POC: SAF/PAX; DSN: 227-7300